

The largest distributors of
auto supplies and tires is
The I. J. Cooper Rubber Co.

RACINE TIRES

The RACINE CORD, with its SHOCK ABSORBING STRIP, is the
Peak of Value in Tires.

COOPER STORAGE BATTERY

BUILT BY MEN WHO KNOW

Its stronger plates assure a longer period of automobile starting and
lighting.

ACCESSORIES

All over the country we supply dealers with more than 15,000 items of
automotive equipment.

THE I. J. COOPER RUBBER CO.

MEMPHIS, TENN.

Cleveland Columbus Toledo Dayton Indianapolis Knoxville Cincinnati Nashville

—WHOLESALE ONLY—

READY!

--the South's Greatest
Annual Exhibition

TRI-STATE

FAIR

Let's
All
Go!

Gates
Now
Open

AT MEMPHIS
SEPT. 20-27

Offering More for Your Entertainment and
Edification Than Ever Before Given by a
Southern Fair.

FEATURING---

The Most Complete and Instructive

AUTO SHOW

Ever Staged by the Memphis Automobile
Dealers' Association

Presenting Latest Model Passenger Cars
From America's Foremost Makers

This is an annual feature of the fair and one that has become highly important
to the entire community. It is quartered under the grand stand, which is spe-
cially decorated for the occasion. More exhibits and better than ever. This
show alone is worth price of admission.

Exhibition Features

Million-Dollar Live Stock Show
Fine Pet Stock Show
Unparalleled Women's Departments
Splendid Agricultural Displays
Complete Farm Machinery Displays
Educational Exhibits
Merchants' Displays
Daily Tractor Demonstrations
Etc., Etc., Etc.

Amusement Features

"LOCKLEAR" (Opening Day Feature)
Daily Racing Program
Brilliant Fireworks Displays
Vaudeville Daily—Special Features
Auto Racing—Daredevil Riders
Auto Polo—Thrilling
Sensational Arab Troupes
Midway—Lots of Fun!
Etc., Etc., Etc.

Reduced Rates on All Railroads

No Advance in Admission Prices—No War Tax

Don't Hesitate—Let's ALL Go!

Tells Employees "Service" Is a Packard Keynote

The important place occupied by im-
proved service in the automotive trans-
portation of today, the facilities neces-
sary to the furnishing of it, the policy
that must underlie it, and the system
on which it would be standardized, all
were discussed by Jerome F. Packard,
Packard's local distributor, before a
meeting of his entire organization this
week.

"Service such as responds to the
Packard ideal begins with the designing
and building of the vehicle," said Mr.
Packard, "and it encompasses the car
or truck clear through the factory and
distribution organization into the hands
of the owner and throughout his entire
transportation experience with that ve-
hicle. It is in the mind of the en-
tire organization when the plans are drawn,
and it is equally in the mind of the driver
when he is properly educated in the
use of the product."

"A standard interpretation of this
ideal, one that shall be uniform in prac-
tice and result the country over, to the
end that the owner will realize in his
personal experience the transportation
value built into his vehicle by the
manufacturer, is the moving force be-
hind a series of perfecting processes
which the Packard organization undertakes
on its distributors for their service es-
tablishments."

"Everything that promotes the satis-
faction of the owner with his Packard
or his Packard truck—the distributors
service station, the maintenance of the
vehicle, the stock of parts, the order-
liness and convenience of the stock of parts
carried, the tools supplied the mechan-
ics, the personnel that is trained in staff
from executive to washer, the education
of the owner-driver and of the employed
driver in the best methods of operating
the vehicle, the standardization of re-
pair methods so as to effect the great-
est economy in the owner's time and
convenience and money—everything of
this nature is the concern of the im-
provements which you have recently seen
the service force occupied with."

Understand Buyer.

"To begin with, we have a clear un-
derstanding with every customer as to
what service he may expect. The two
cardinal points of the Packard policy,
which is now more than 20 years old,
are, first, to deliver to the customer
the best vehicle we can produce, and,
second, to treat his every other Packard
owner exactly alike. The latter fea-
ture of this policy are that our service
shall be furnished promptly, courteously
and at reasonable prices. "Every piece of mechanism is subject
to wear from the moment you begin to
operate it—and the motor-driven ve-
hicle is a highly-organized piece of
mechanism. Besides designing the best
it knows how, and insuring the design
in the building, the Packard maintains
a constant series of mechanical and
field tests at the factory to develop in
advance of the owner's experience any
indications of possible improvement in
any part. Added to the results of these
tests are the operating experiences
reported by and solicited from over
60,000 owners. The data so col-
lected is organized by the statistical di-
vision of our service department, and it
serves as a guide to the engineers in
concentrating on improvements and as
an indicator to the factory service de-
partment as to what parts to have on
hand in anticipation of demand."

"Prepared mentally to service the
transportation of the owner, we undertake
to provide that service in a capable es-
tablishment, run on businesslike meth-
ods, and driven by the same men who
possibly can not have the marble
mantelpieces and mahogany furnishings
of the showroom, but it can invite the
owner into a clean, well-lighted, well-
kept, orderly office—in its turn the
front office of well-equipped, well-
managed shop. Here the owner meets
an executive—a man who by personal
experience knows Packard vehicles, but

who by vision and ambition has "pulled
himself out of the grease." The ser-
vice manager discusses with the owner
his service requirements; in some dis-
tributing his complete sales of the
service salesman with those of man-
ager. In others, he has the benefit of
specialization in a particular assistant
for that job.

"These evidences of a businesslike es-
tablishment which greet the owner are
but the surface of a complete organi-
zation worked out by the Packard fac-
tory and adopted by us. Even in plan-
ning the layout of our office and shop
we insured economy of space and time
and labor—an economy shared by the
owner—by profiting from the experi-
ences of Packard service stations the
country over. It is available to us by
special effort of the factory service de-
partment. From those details of the
system, appearing in the service de-
partment of our station to the essential of
the right personnel, our whole establish-
ment is Packard."

Wants Fast Work.

"One of the things the owner brings
or sending in his car or truck for service
wants is his vehicle back on the road
in good condition, as fast as possible.
A system of record keeping and parts
ordering at the main plant in Detroit—
a carefully devised system of ordering
parts, we are equipped even to replace
parts, if need be, in a surprisingly short
time. You would be astonished to
know how far above 20 per cent is our
record for furnishing parts immediately
on demand. This ability goes back to
a system of record keeping and parts
ordering based entirely on Packard de-
termination to help the owner keep his
vehicle in use the maximum amount of
time."

"Another element in which the owner
requiring service is interested is the
probable cost of the repairs or read-
justments. We furnish him an estimate
that is based not on guesswork, but
on carefully calculated costs. In the
price set for his job the Packard owner
finds himself gratified by a whole
succession of economies—an efficiently
directed force of mechanics, working
under the best conditions as regards
light, air, room and wages, and supplied
with every special tool which the ex-
perience of Packard men the country
over suggests as a time-saving means
of doing a particular task; a systemat-
ized method of effecting repairs in the
quickest, least expensive way known to
the whole Packard organization; an ad-
equate stock of materials, most of them
products of the factory's service fac-
tory, where the economies of large scale
production always are in force, and both
distributor and owner get the benefit
of them."

Need Organization.

"Packard service begins with a for-
ward look to the day when the future
owner, operating the vehicle, will need
these organized facilities. Today our
service is reaching farther than ever
into the experience of the owner. We
are doing our best out here, just as
they are back at the factory, to re-
duce the number and frequency of his
service requirements. We find our best
way is a species of education, so we
are offering the owner-driver and the
employed driver the benefit of a school
in which men who are expert in both
the construction and the operation of
Packard products are showing the men
who own and drive them how to get
out of our vehicles all the transporta-
tion values that we have built into
them."

"We frequently say that a car or a
truck is as good as the service behind
it, and from that standpoint we can
assert with more confidence than ever
the leadership of the Packard."

USE NONSKIDS ON ALL WHEELS, IS TIP

Considerable discussion has grown
up recently about the selection of tires
with the proper tread for use on front
and rear wheels.

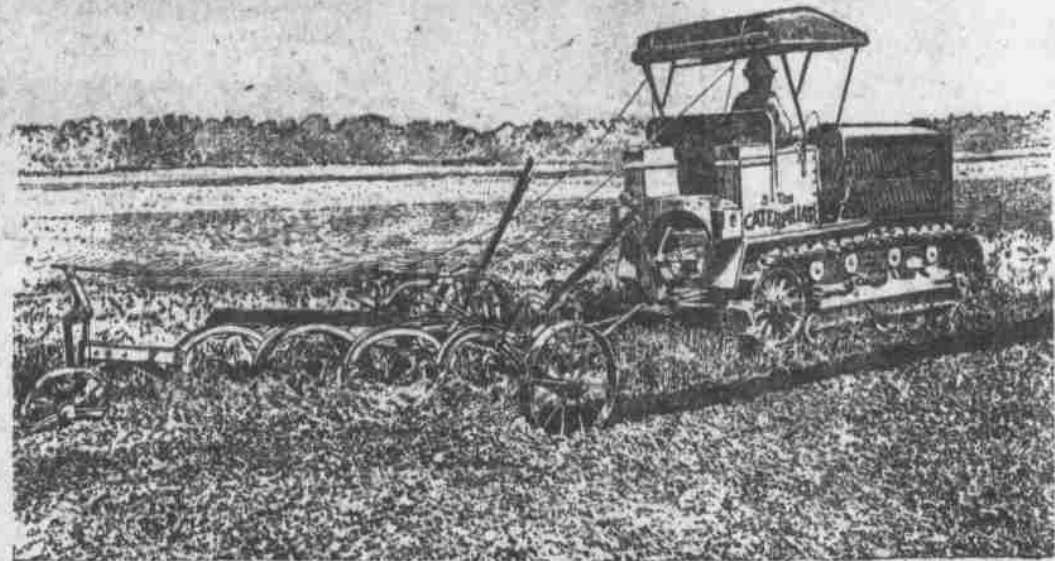
Many tire companies recommend the
use of nonskid tires on rear wheels
only and urge the use of so-called "driv-

ing" tires on front wheels. These driv-
ing tires have either plain or ribbed
treads, and are recommended for front
wheel use because they steer easier
than do nonskids with small or sharp
projections.

The Michelin Tire company on the
other hand recommends one type of
tire for all four wheels. This tire
is the Michelin Universal, which has a
tread so broad and flat that it not only
embodies the advantage of a nonskid
tire, but also steers and drives just

as well as a smooth tread casing. By
the use of this one type on all four
wheels the motorist enjoys the advan-
tages of being able to rotate his tires
that is to say, move up to the front
wheels tires that are partly worn, fit-
ting new tires on rear wheels where
the service is most severe. If the tires
used are of the Michelin type the mo-
torist need carry only one spare tire,
instead of two types of spare tires, and
having nonskids on front as well as
rear he is protected against the dan-
gerous front skid as well as against
the more frequent though generally less
serious rear skid.

The "Caterpillar" Honorably Discharged



Back from France, with a record of dependable performance, the "Caterpillar" comes to the Tri-State Fair. The same machine—its armor replaced by lighter metal—that hauled the big guns and heavy shells, is now pulling big gangs of plows and heavy wagon trains, performing real work in agriculture and industry.

The "Caterpillar" was adopted in preference to all others by the military transportation experts of the allies. Now it is being chosen by farmers all over the world for the same reason—dependability.

"CATERPILLARS" ARE SHOWN AT THE TRI-STATE FAIR.

MEMPHIS BRANCH

The Holt Manufacturing Co., Inc.

484 Union Avenue

F. L. Halloran, Manager.

Factories at Peoria, Ill., and Stockton, Calif.

Call on us, write or phone, while you are in town and learn the solution of many of your problems.

WOMEN CAN NO KNOW ABOUT CAR

Therefore Motor Car Dealer
Starts School to Teach
Them.

That automobile owners who can af-
ford chauffeurs are nevertheless in-
sisting that the men they hire know
how to drive economically; and that
ladies who enjoy driving their own cars
are no longer content to pull a lever
or press a button without knowing
what takes place under the hood, are
considerations which have prompted the
Cott-Stratton company, Dodge Brothers
dealer in New York city, to open a
"School for Drivers" in their sales
building.

The school opened March 17, with
four classes a week, one devoted ex-
clusively to the coaching of chauffeurs
and drivers in the economies of opera-
tion and maintenance expense, the
other three for the general public.
Among the 120 already enrolled are two
men sent in by John D. Rockefeller
and two by his son, John D. Rockefeller
Jr. Both the Rockefellers own
Dodge Brothers motor cars.

The course as outlined this year is
usually comprehensive. It covers not
only the practical and theoretical
operation of motor vehicles, but in-
cludes lectures on road, traffic regu-
lations, tires, storage batteries, etc.,
as well.

The department of instruction for
women is conducted by an expert who
is familiar with women's needs and
interests along this line, and unlike
many similar courses, the instructor
has succeeded in adjusting his lessons
to the lay mind, and does not assume
much special knowledge on the part
of his class.

SAYS COMBINATION LOCK SOLVES AUTO THEFT

An automobile lock has at last been
devised that baffles the most wily
automobile thief but the makers of the
lock had to abandon the time honored
custom of using a key at no key lock
has ever been made that the automobile
thief cannot open.

The new lock is called the F. O. B.
combination auto lock and attaches to
steering post just under the steering
wheel and when locked a bolt enters
the steering post holding it absolutely
rigid so that the wheels are locked
and cannot be turned and the car
neither be driven or towed away al-
though the lock has all the require-
ments of the wheel and the steering
column no lock can be used that will
keep the car from being moved from
a fire plug or the car, as the case
when locked can only be moved in a
straight line at edge of curb and can-
not be turned in any direction.

The lock is worked with a combina-
tion dial the exact same as used on
all high grade safes and the man who
knows the combination can open it,
and he can change the combination
even he changes his chauffeur he would
change his combination so the old
chauffeur could not open the car. The
insurance companies allow a discount
on their theft rates of 15 per cent to
all owners of cars that equip their
cars with this lock.

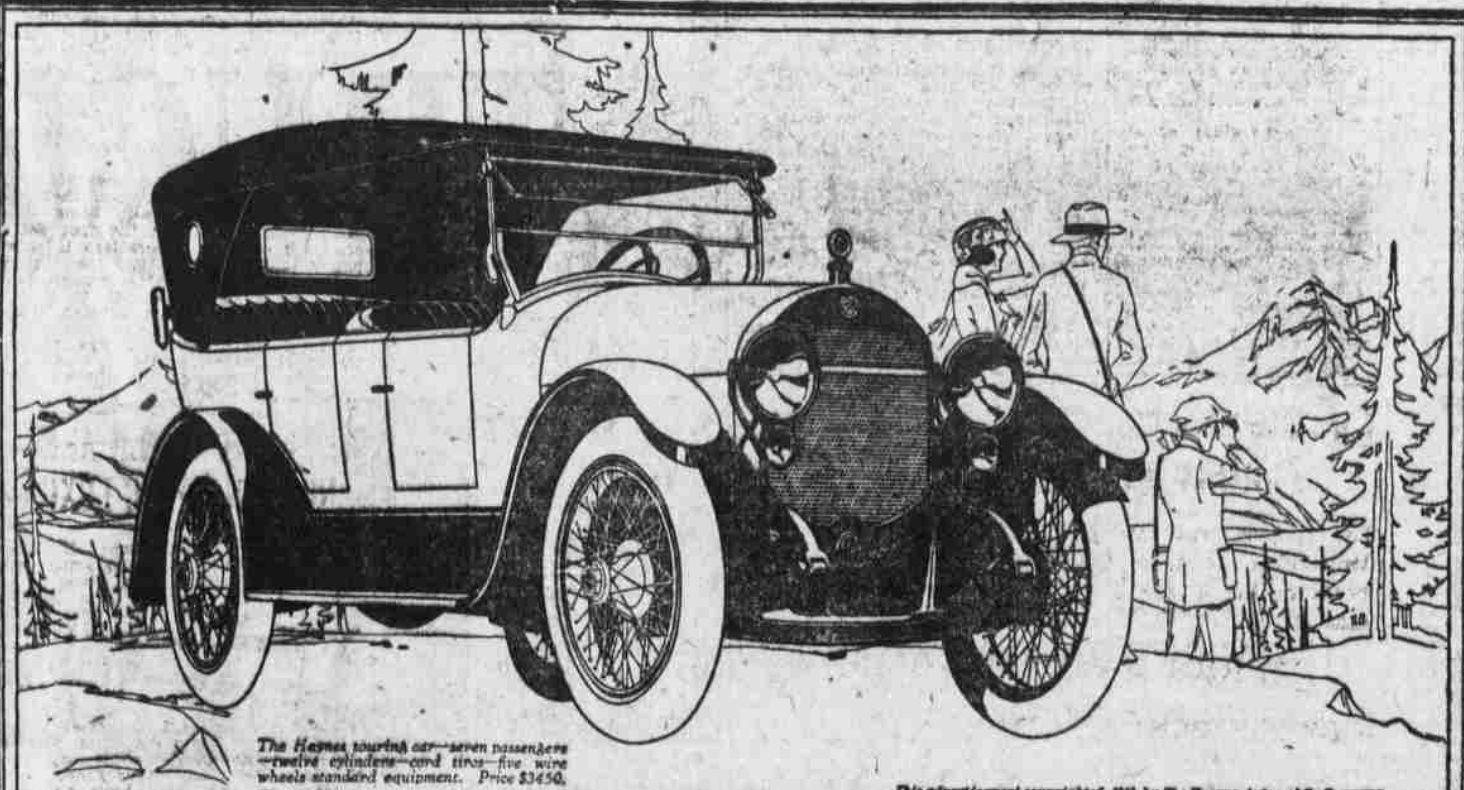
The F. O. B. Sales company, 53 Por-
tland street, Memphis, is the exclusive
distributor of this lock for the entire
South and they report that their only
trouble is in getting enough locks to
supply the demand as they are now
completing their third factory to keep
up with the enormous demand for this
long looked for absolute protection
against the auto thief.

THE DRY CELLS.

The simplest dampness of the paste-
board covers of dry cells will more or
less short circuit them and run down
the amperage. Some prudent car own-
ers make cases of sections of old inner
tubes and cover the dry cells with
these, thereby protecting them from
dampness.

OIL FOR BRONZE BEARINGS

Never forget that cooling with water
a bronze bearing that has been running
hot is the last thing to do. The best
thing to do is to wait for the bearing
to cool in the ordinary course of events,
but if you are in touch with a heater
for this, cool it with oil instead of
water.



CHARACTER IN THE HAYNES CREATES VALUE IN YOUR INVESTMENT



Wide, roomy, luxuriously uphol-
stered seats add to the comfort-
factor in this car of complete
character.

HAYNES
America's First Car

1920 "LIGHT SIX"
Open Cars
Touring Car—7 Passenger . . . \$2687
Roadster—Four doors, 4 Passenger . . . 2685
Closed Cars
Coupe—4 Passenger . . . \$3100
Sedan—4 Passenger . . . 3150
Limousine—7 Passenger . . . 4200
Cord Tires and Wooden Wheels
Standard Equipment

1920 "LIGHT TWELVE"
Open Cars
Touring Car—7 Passenger . . . \$4150
Roadster—Four doors, 4 Passenger . . . 3450
Closed Cars
Coupe—4 Passenger . . . \$4000
Sedan—4 Passenger . . . 4200
Cord Tires and Five Wire Wheels
Standard Equipment
Prices are F. O. B. Kokomo.
A new catalog, beautifully illustrated, will
be sent on request.

The Haynes, AMERICA'S FIRST CAR, now es-
tablished by the government at the Smithsonian Insti-
tution, Washington, D. C., as the best designed,
and built by Elwood Haynes, in 1893.

THE new 1920 Haynes has the four factors of character which are
essential to the full realization of the value a car should give its
owner. Well-rounded character is impossible in a car if one of these
factors is missing. Haynes engineers and designers, with the exact
training resting upon the 26 years of Haynes success, combine these
four factors of car-character with the expertness of the mechanical
engineer and the artistry of the professional body-builder and finisher.

BEAUTY—STRENGTH—POWER—COMFORT—these are the
four factors of character which combine to place the new 1920 Haynes
in its superior class. The dependable, velvety power of the Haynes
engine, the sturdy strength of the Haynes chassis, the easy comfort of
the roomy seats—all these are augmented by the classic beauty of the
car itself.

The new 1920 Haynes is sold at a price you can afford to pay, at a
price which is economically consistent with the genuine worth of the car.

Deliveries are being made as rapidly as possible, but we ask you to
bear in mind the fact that no Haynes car leaves our plant until it has
the full approval of the responsible heads of departments whose duty
it is to certify that the car in every respect is up to Haynes' standards.

The Haynes Automobile Company, Kokomo, Ind., U. S. A.

STRATTON AUTO CO., Distributors

157 MONROE AVE.

Memphis, Tenn.

1893—THE HAYNES IS AMERICA'S FIRST CAR—1919